19. Explain the processing steps for pulses and oilseeds and their importance.

20. Describe the structure and types of cooperative marketing societies.

NOVEMBER/DECEMBER 2025

23PECM25A — RURAL AND AGRICULTURAL MARKETING

Time : Three hours Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Define rural marketing.

2. Mention any two differences between rural and urban marketing.

3. What is innovation adoption?

4. State two aspects of rural buyer behaviour.

5. What is rural product classification?

6. Mention any two objectives of the MSP.

7. Mention any two advantages of food processing.

8. What is meant by direct marketing in rural areas?

9. State two roles of cooperative marketing.

10. Mention any two functions of the Tamil Nadu State Agricultural Marketing Board.

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Explain the concept and nature of rural marketing.

Or

(b) Describe the rural marketing environment.

12. (a) Discuss the environmental factors affecting rural consumers.

Or

(b) Explain the stages of innovation adoption.

13. (a) Describe rural packaging strategies.

Or

(b) Explain the basic objectives of the Agricultural Price Commission.

14. (a) Describe the importance of cold chains in rural distribution.

Or

(b) Distinguish between direct and indirect marketing in rural markets.

15. (a) Explain the membership rules of cooperative marketing societies.

Or

(b) Write a note on eNAM.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain the concept, nature, and challenges of rural marketing.

17. Analyze the decision-making process of rural consumers with examples.

18. Discuss rural branding strategies with suitable cases.